

Everything is Better in Brentwood

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Oct 27, 2016



Most Brentwood citizens are proud of their small-town, family community, which is why the [Better in Brentwood](#) campaign to showcase the city to outsiders and encourage locals to proudly support their hometown is picking up speed.

The campaign, initiated at the beginning of this year, was created to promote tourism and encourage locals to adopt the ‘shop, dine, explore, live, play’ mentality.

[Little Miss Everything](#) and [Monogramming By Frichy](#) are two vendors in town that are selling the Better in Brentwood merchandise. Everything from wine glasses, water bottles and coffee mugs to aprons, baby onesies, blankets and sweatshirts can be found with the campaign brand and phrases that tout local pride.

“We are so happy to be partnering with the city on their Better in Brentwood merchandise,” said Renae Gonzales, owner of Little Miss Everything. “The most popular items have been the oversized Better in Brentwood coffee mugs and the Better in Brentwood aprons, but all items have been increasing in popularity as more people spread the word that we are carrying the items. Customers are also able to custom request sizes and color (combinations) on Better in Brentwood apparel we don’t have in stock.”

Other movements for Better in Brentwood are the two upcoming banner projects.

The design concept for military and veterans is now complete. In honor of those who have served and those who are currently serving, Brentwood city officials will place veteran banners at the Veteran's Park on Balfour Road. Individuals will be able to submit applications in the beginning of 2017 to nominate a service member of their choice to be displayed on the banner, which will be hung between Memorial Day and Veterans Day. More information regarding the qualifications and selection process are forthcoming.

The other banner is a citywide, community-art project. Local artists gathered recently, on Wednesday, Oct. 19, at the council chambers in Brentwood to listen to speaker Danny Salzhandler, from the Encinatas 101 Artists' Colony, explain the plans for the new art banner program. The banners will be custom designed by each artist and hung downtown and at City Park, to be displayed for three months. At the end of the period, the banners will be dismantled, cleaned and auctioned off at a grand gala, proceeds going back to whichever organizations decide to participate.

For more information, visit www.betterinbrentwood.com.